

Title: AUDIO/VIDEO SERVICE QUALITY ANALYSIS OF CUSTOMER AGENT  
INTERACTION  
Inventor: Howard M. Lee 206-447-1336  
Docket No.: 062403.P002

FIG. 1

1/16

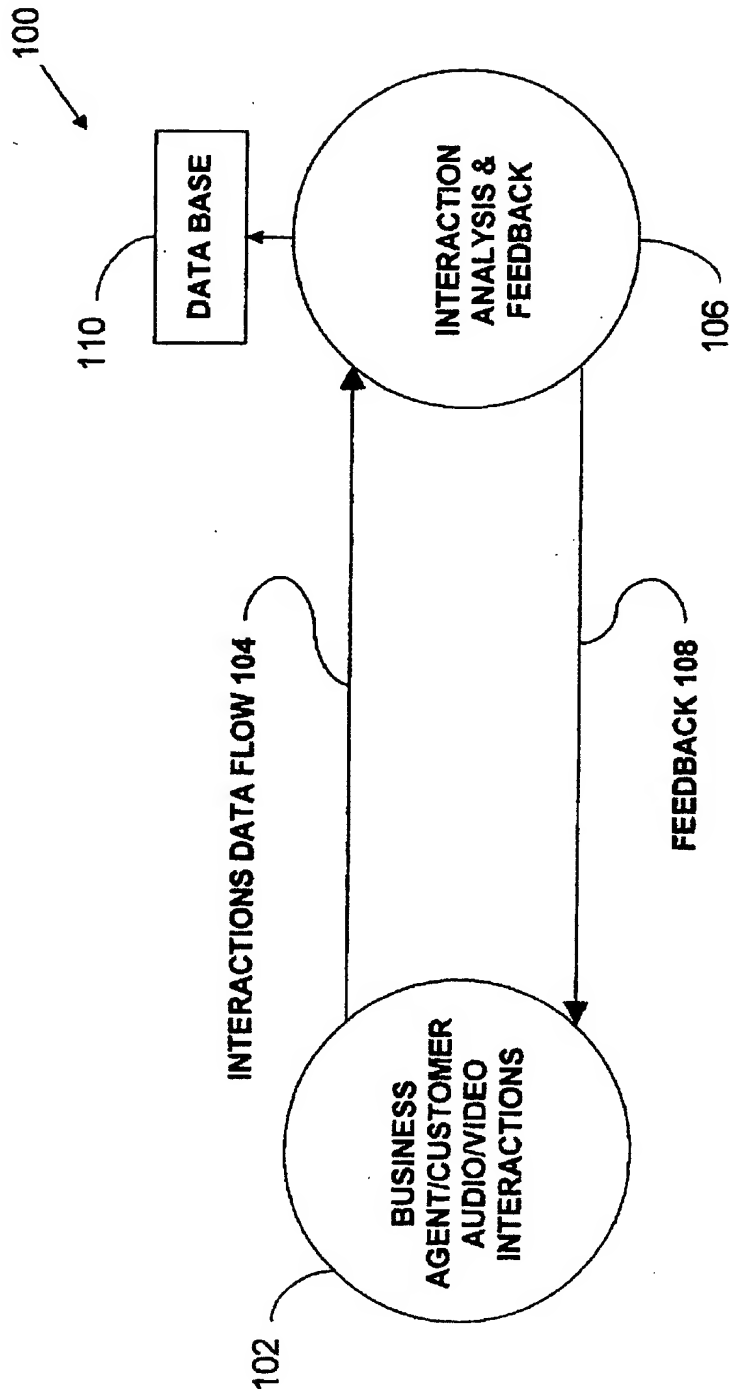
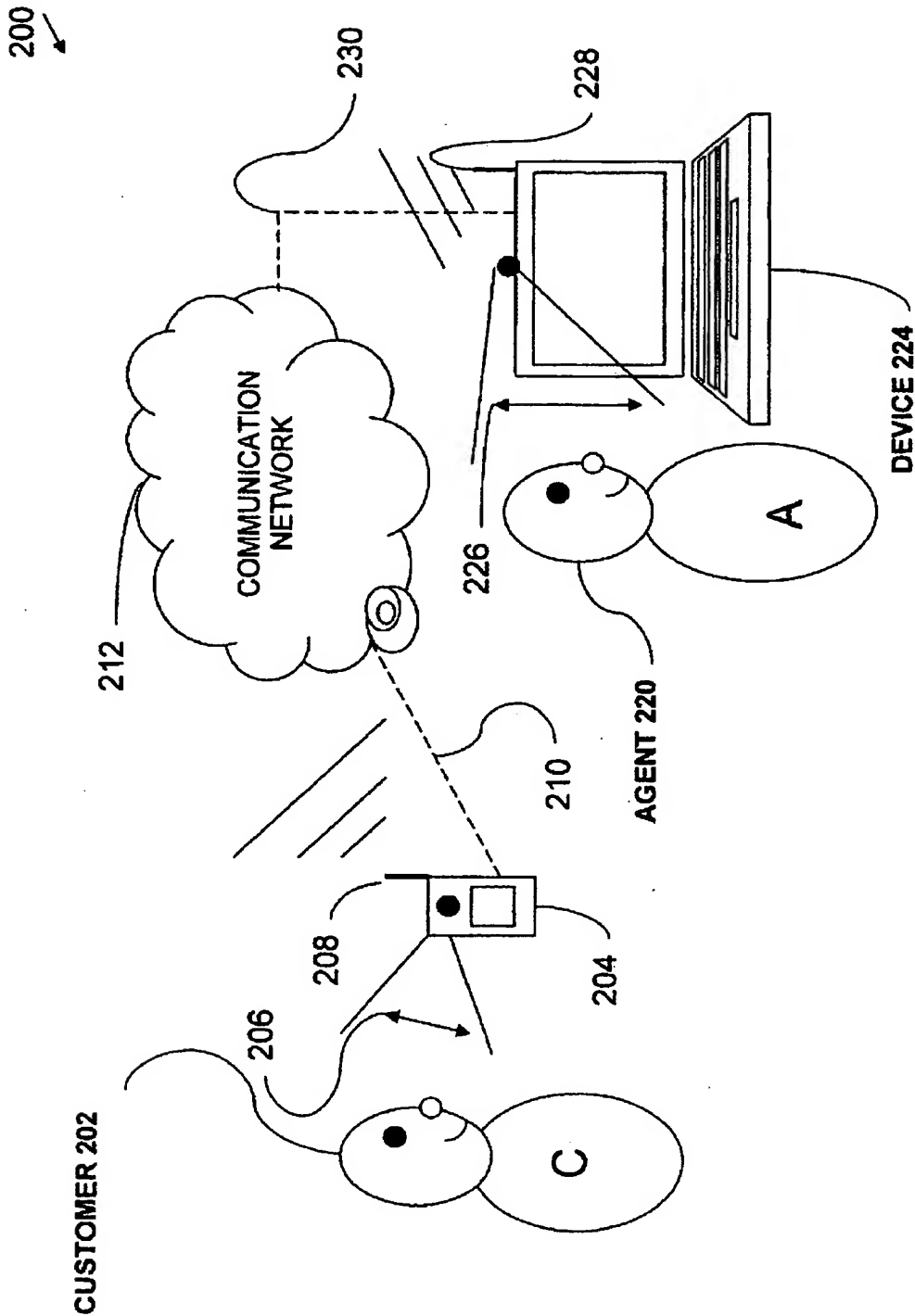


FIG. 2

2/16



Title: AUDIO/VIDEO SERVICE QUALITY ANALYSIS OF CUSTOMER AGENT  
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Docket No.: 082403.P002

FIG. 3

3/16

300

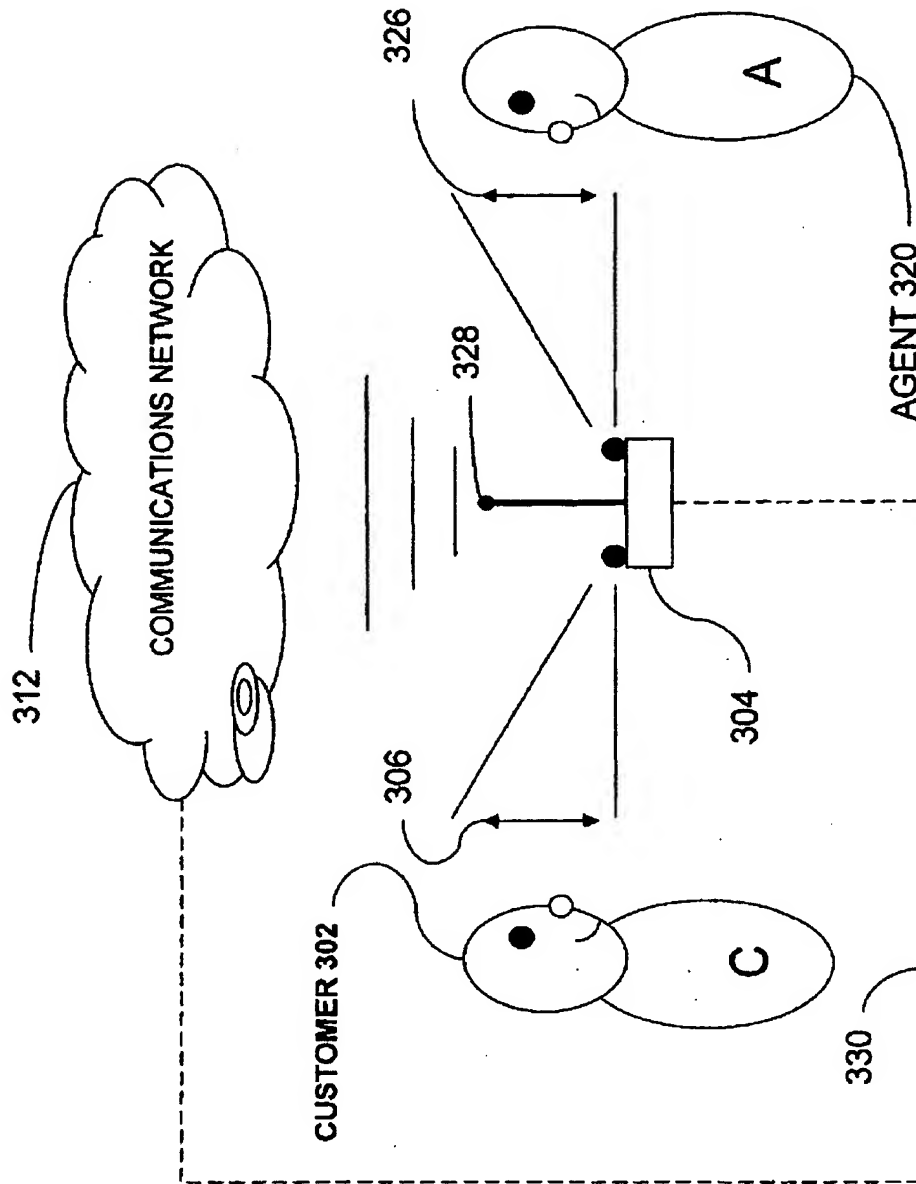


FIG. 4

4/16

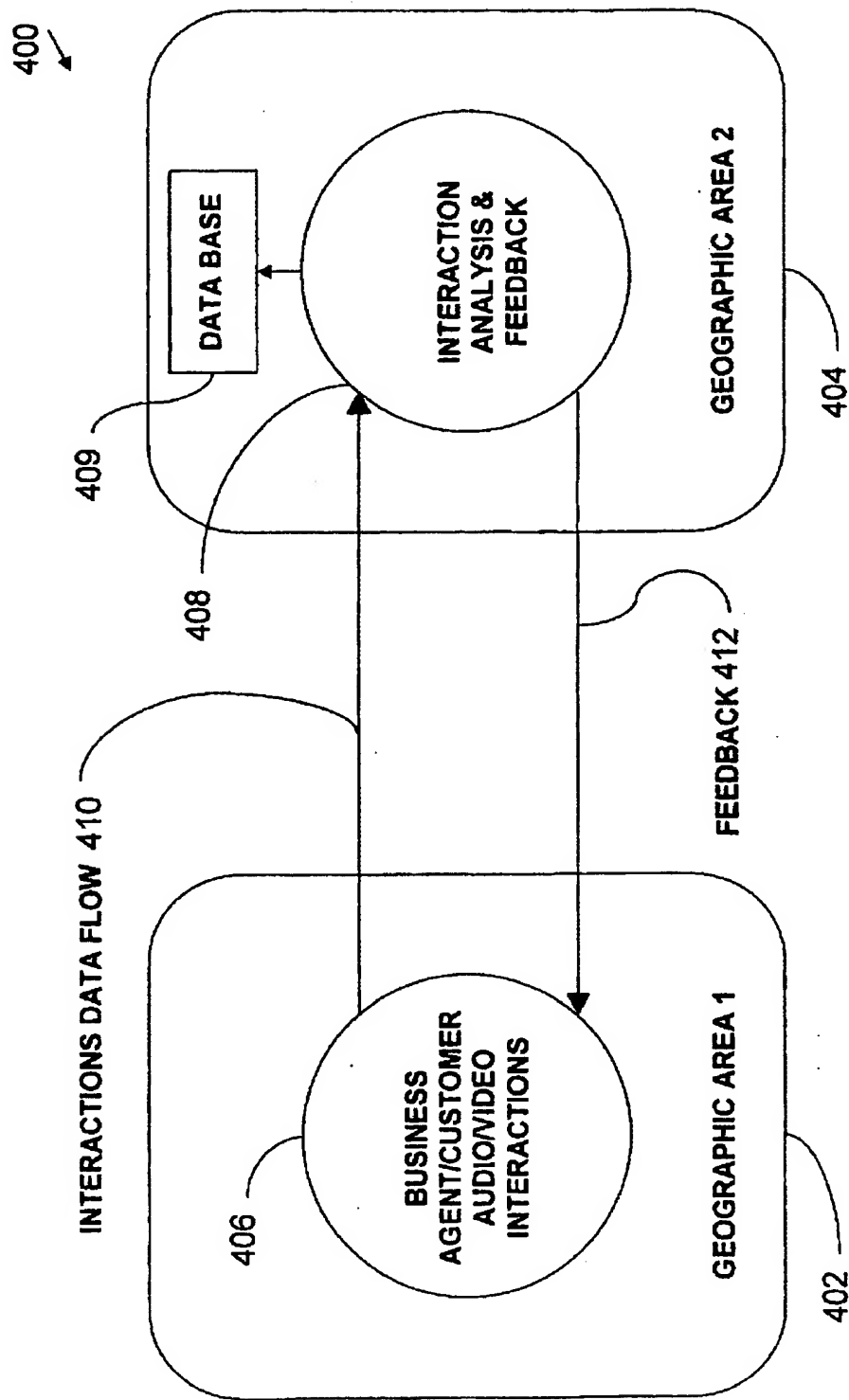


FIG. 5

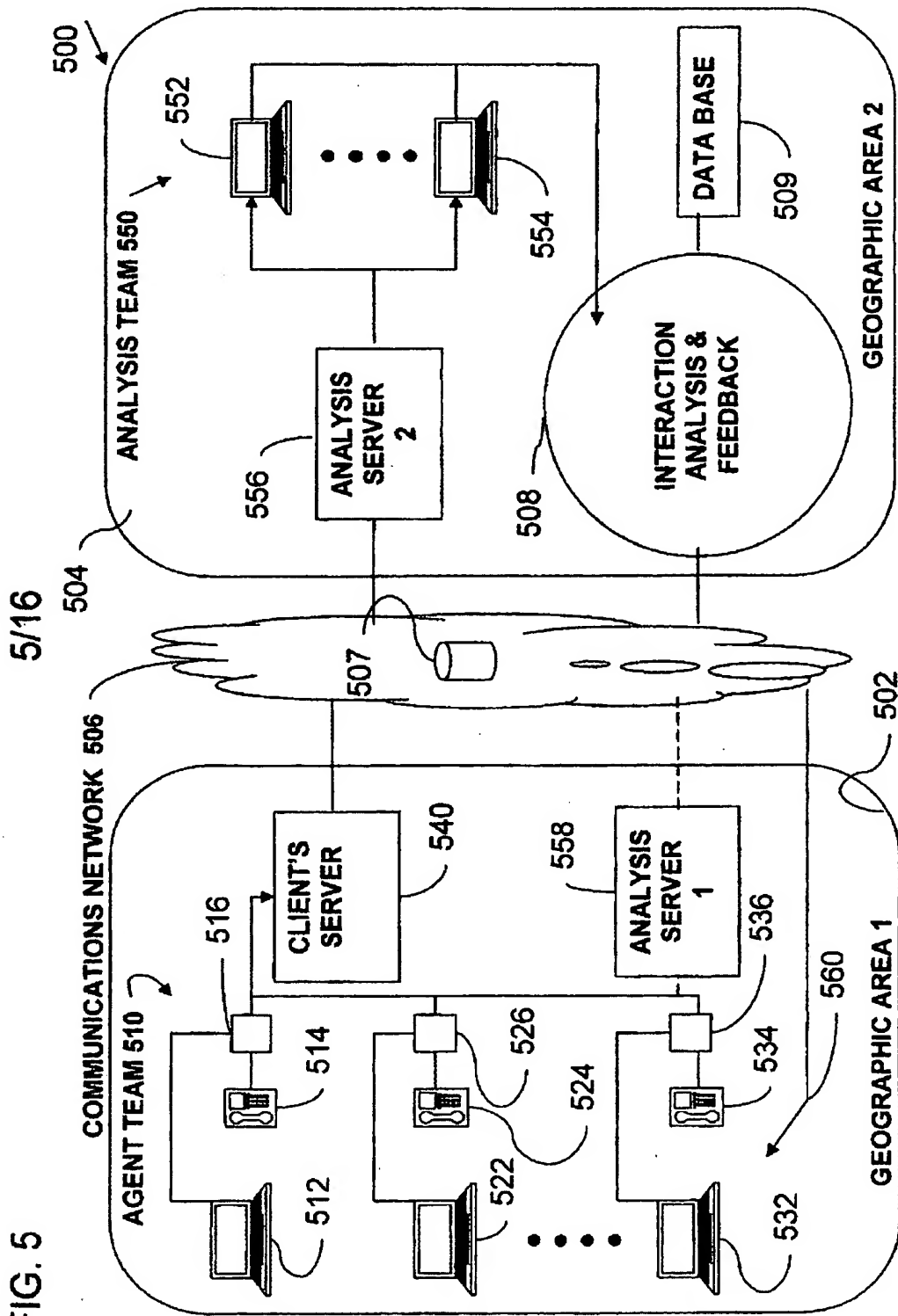


FIG. 6

6/16

602
**SCORING PARAMETERS**
600

Moving forward all the UK RMA's will be shipped from the fulfillment center in France..Moving forward all the

**Customer Service Competencies**

**Interaction Opening** \_\_\_\_\_ 604

- Used Proper Greeting. Score: \_\_\_\_\_ 606
- Asked for Transaction ID. Score: \_\_\_\_\_ 608
- Verified the Customer's Information. Score: \_\_\_\_\_ 610
- Appeared upbeat and happy to be seeing the customer. Score: \_\_\_\_\_ 612

Comments: \_\_\_\_\_ 614

**Interaction Visual Aspects** \_\_\_\_\_ 616

- Clothing was appropriate and appeared neat Score: \_\_\_\_\_
- Posture was acceptable (sat up and didn't Slouch). Score: \_\_\_\_\_
- Appeared empathetic (facial expressions were acceptable). Score: \_\_\_\_\_

Comments: \_\_\_\_\_

**Sales Presentation** \_\_\_\_\_ 618

- Sales presentation was appropriate for the circumstance. Score: \_\_\_\_\_
- Agent didn't appear overbearing or intimidating. Score: \_\_\_\_\_

Comments: \_\_\_\_\_

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REPLACEMENT SHEET

FIG. 7

7/16

700

**Customer Service Skills (Appearance, Accent, and Voice)**

- Used good grammar, avoids slang or jargon. Score: \_\_\_\_\_
- Rate of Speech mirrored that of customer. Score: \_\_\_\_\_
- Hold courtesies were followed. Score: \_\_\_\_\_
- Appeared and sounded confident, friendly, and polite. Score: \_\_\_\_\_
- Set customer's expectations, used empathy if necessary escalated to a supervisor if necessary. Score: \_\_\_\_\_

Comments: \_\_\_\_\_

702

**Interaction Closing**

- Offered additional products. Score: \_\_\_\_\_
- Used proper closing script. Score: \_\_\_\_\_

Comments: \_\_\_\_\_

704

**Knowledge, Accuracy and Resolution**

- Demonstrate knowledge of the product process. Score: \_\_\_\_\_
- Credit card authorization process followed. Score: \_\_\_\_\_
- Offered alternate products; add on sales. Score: \_\_\_\_\_
- Accurate and concise information was given to the customer. Score: \_\_\_\_\_

Comments: \_\_\_\_\_

706

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FIG. 8

8/16

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800

802

**Interaction Management**

- Controlled interaction pace efficiently and length of interaction was appropriate to request.  
Score: \_\_\_\_\_
- Controlled interaction tone and length. Score: \_\_\_\_\_

Comments: \_\_\_\_\_

804

**Sales**

- Identified sales opportunities. Score: \_\_\_\_\_
- Suggested alternate compatible products in exchange for return. Score: \_\_\_\_\_

Comments: \_\_\_\_\_

806

**Comments Summary:**

808

**Even Better Tips:**



FIG. 9

9/16

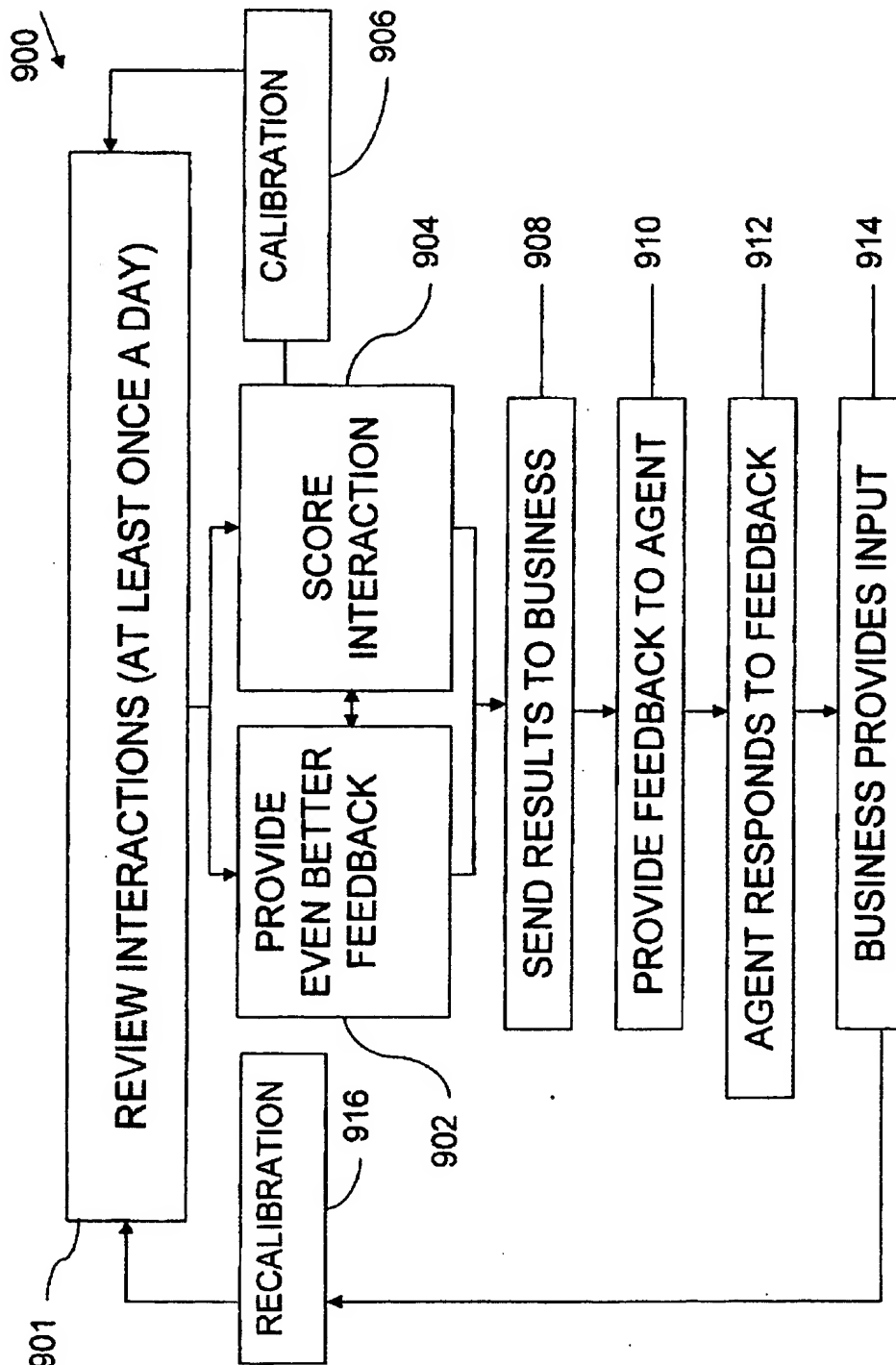


FIG. 10

10/16

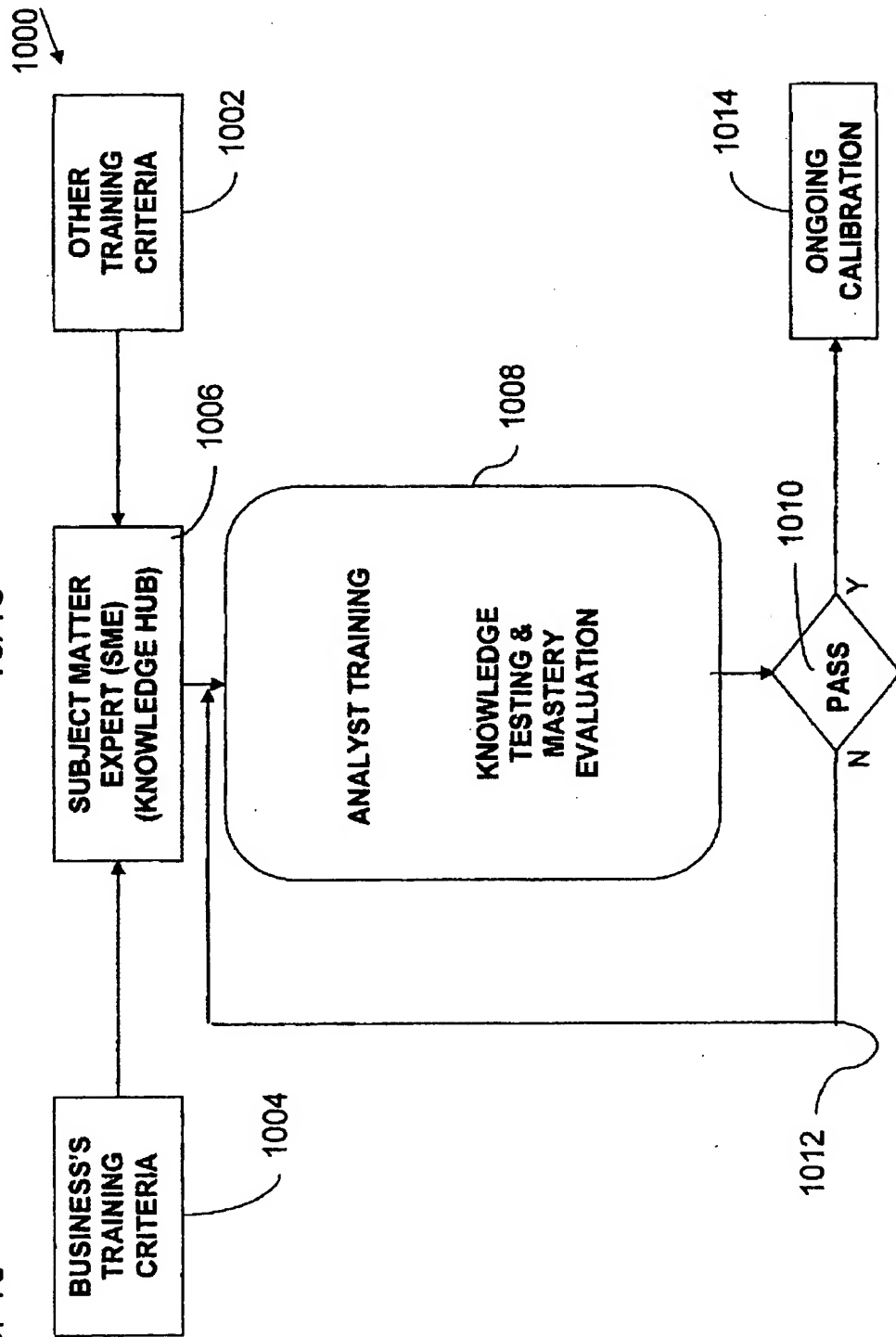


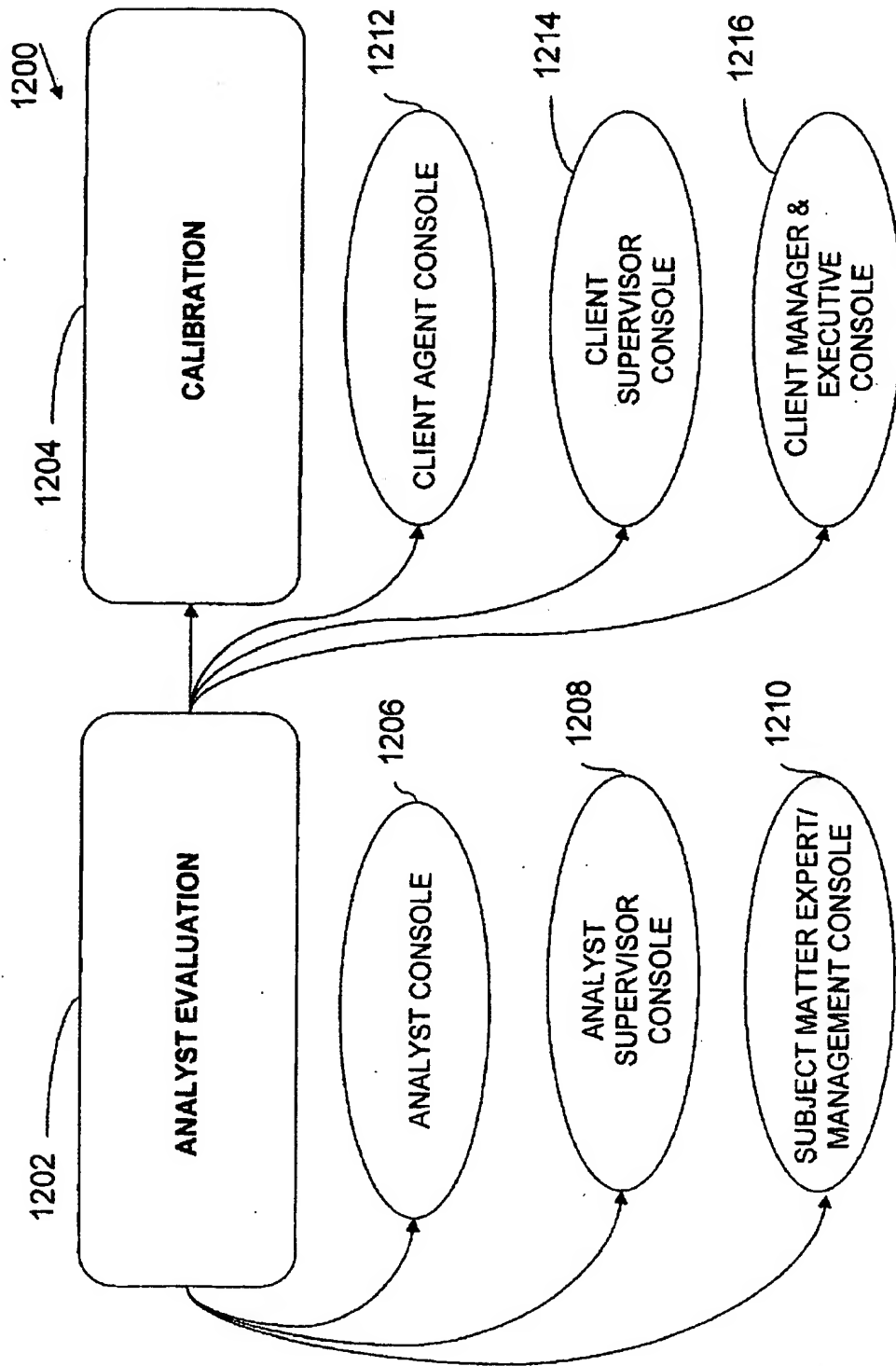
FIG 11.

11/16

1112	1114	1116	1118	1120	1100
	CLIENT CALIBRATION	INTERNAL CALIBRATION	ATS	QUALITY AUDIT	
1102 ANALYST TRAINING (2 Weeks)	-	-	-	-	
1104 WEEK 1	1 Hour Daily	1 Hour Daily	1 Interaction/ Agent/ Day	20% Interaction Monitoring	
1106 WEEK 2	3 Hours Weekly	3 Hours Weekly	2 Interaction/ Agent/ Week	10% Interaction Monitoring	
1108 WEEK 3	2 Hours Weekly	2 Hours Weekly	1 Interaction/ Agent/ Week	5% Interaction Monitoring	
1110 Ongoing	2 Hours Weekly	2 Hours Weekly	1 Interaction/ Agent/ Week	5% Interaction Monitoring	

FIG. 12

12/16



**FIG. 13**

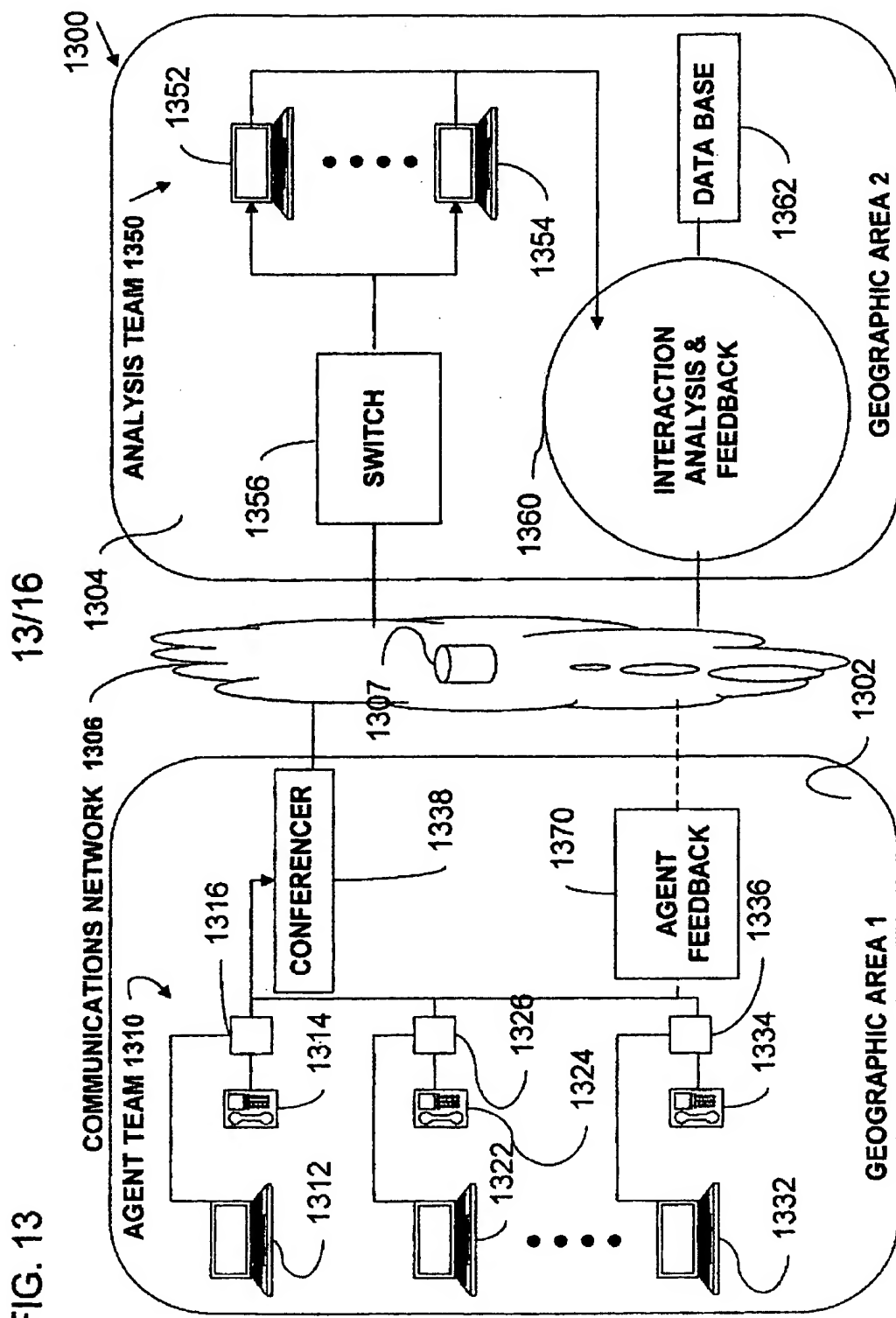


FIG. 14

14/16

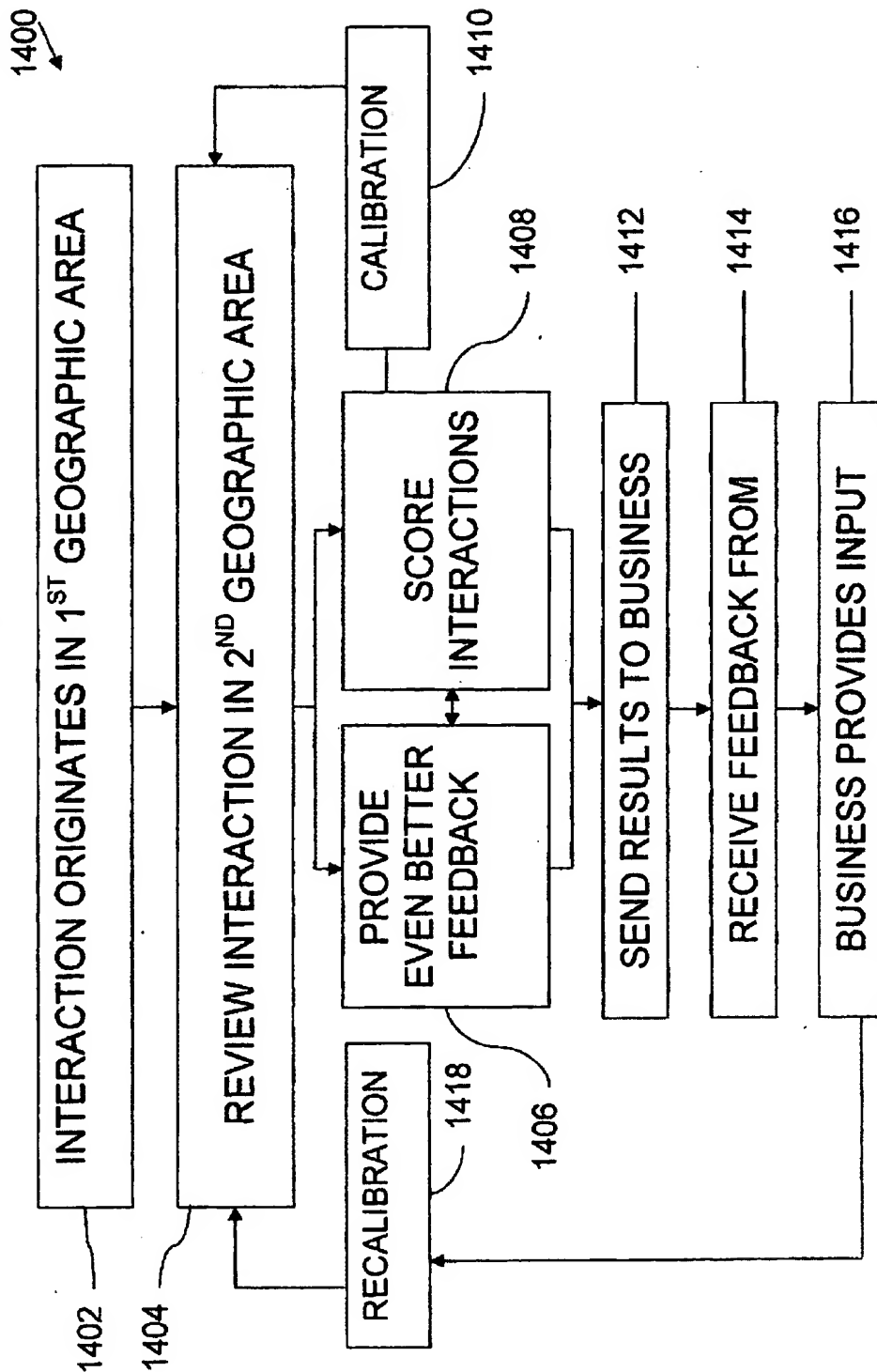
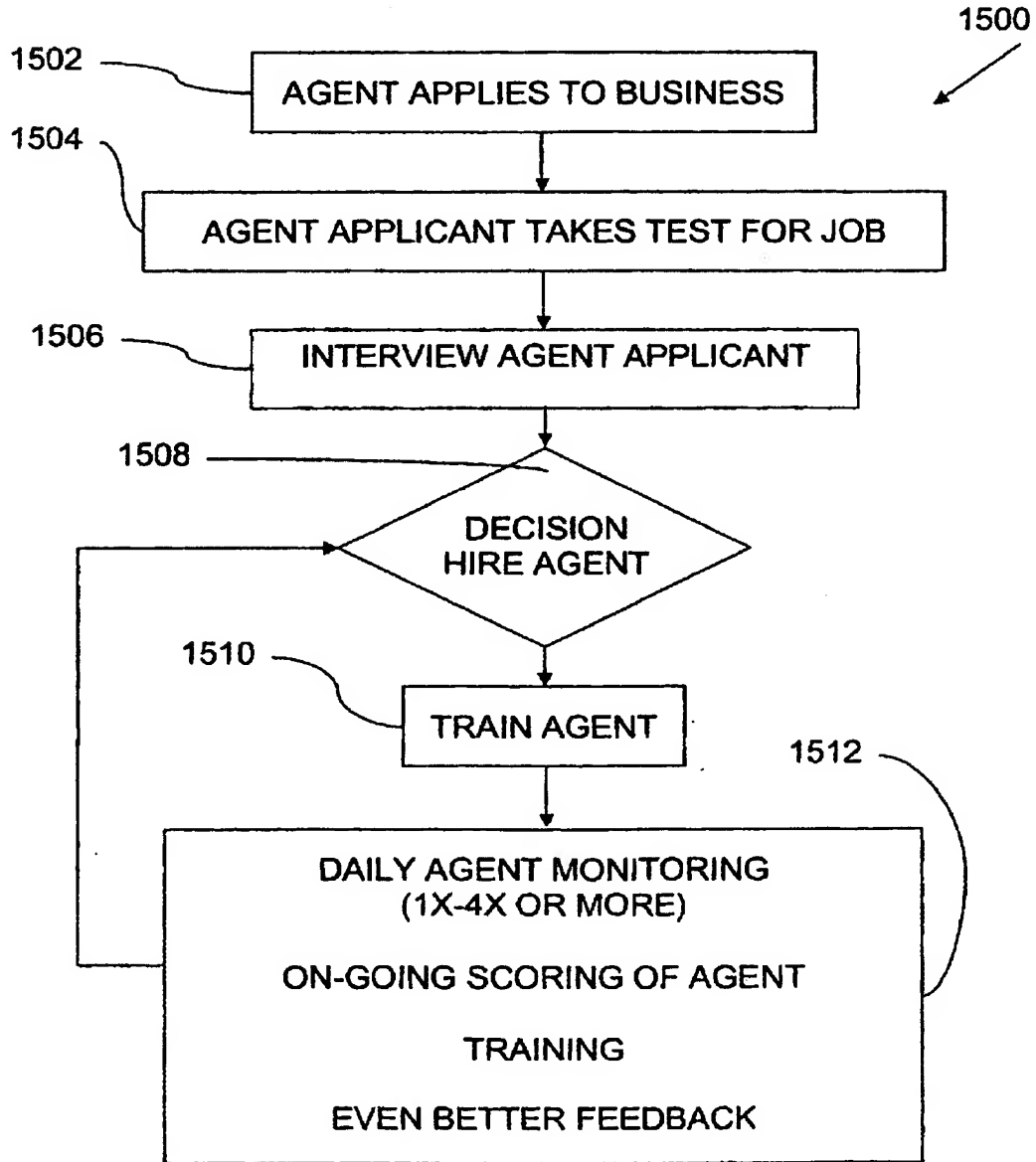


FIG. 15

15/15



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REPLACEMENT SHEET

FIG. 16

16/16

1600

ACTIVITY PER AGENT	EXISTING AGENT PERFORMANCE	ENHANCED AGENT PERFORMANCE	% CHANGE ±
CALLS PER DAY	62	62	0
UP-SELL RATE	8.0%	8.8%	10%
Avg UP-SELL \$	\$25	\$28	10%
# of UP-SELLS	4.96	5.46	10%
UP-SELL REVENUE	\$124.00	\$150.04	21%

1610  
REVENUE IMPROVEMENT = \$26.04

1612  
MARGIN IMPROVEMENT (50%) = \$13.02

1614  
AVERAGE ANALYST COST PER DAY = \$1.50

1616  
ROI (PER DAY)  $((\$13.02 - \$1.50) / \$1.50) \times 100 = 768\%$